

West Broadway Community Plan 2011-2016 SUMMARY

Why a Community Plan?

Community-based planning works with residents and stakeholders to create a vision and priorities to help improve quality of life. The result is a comprehensive, holistic action plan that can be used by West Broadway Development Corporation (WBDC), residents, partners, government and funders to identify priorities.

We wanted to know:

- In order to make West Broadway a safe, healthy and vibrant place to live, what are the most important changes that need to take place in the next five years?
- What specific change initiatives would you (or your organization) be most likely to participate in?
- What actions could WBDC undertake to contribute to positive changes?
- Who could partner with WBDC to bring about change and what would each partner contribute?

A community plan is a non-statutory plan, meaning that it is not adopted as by-law like development plans, secondary plans and zoning by-laws; instead it is a plan that helps to inform policy, guide development, and strengthen communities. While community plans are not adopted as by-laws in Manitoba, they can be “adopted by resolution of council. This means that the plan carries the weight of council policy but can be amended more easily than a statutory plan”. Neighbourhood, or community, plans are “required for neighbourhood renewal organizations to receive funding from the Province of Manitoba’s Neighbourhoods Alive! program, but they can also serve as “roadmaps” and strategy guides for specific initiatives”*

Process

Several approaches were used to gather information and to engage with West Broadway community members in a process designed to provide opportunities to answer the questions posed above and to encourage discussion.

Community members were invited to participate in a variety of ways: anonymously through an online or paper survey; in person at a community forum and a housing forum; in small, self-identified groups through discussion groups; and in an anonymous but targeted project called Sacred Stories.

The data gathered was analyzed by looking for themes that ran through the data as well as additional insights that indicated emerging issues. Themes were organized into main goal areas and one to five sub-goals were identified to support each of the main goal areas.

On March 3, 2011 a forum was held providing community members an opportunity to review and discuss the draft Community Plan goal areas and sub-goals with steering committee members and others.

The Community Plan belongs to the West Broadway community and is a living document. It is intended to guide the work of residents, agencies and businesses in West Broadway.

As the organization initiating the community plan process, and acting as a catalyst for change, WBDC is using the Community Plan to guide our work for the next five years. Annual progress and challenges implementing the plan will be presented to the community and a town hall style meeting. Feedback will be sought to update the Plan and WBDC’s initiatives related to the Plan.

For more information regarding WBDC’s initiatives as they relate to the Community Plan or for the full Plan, please contact WBDC at 608 Broadway, 774-7201 or www.westbroadway.mb.ca

*Karin Kliewer, 2010, *Community-Based Planning: Engagement, Collaboration and Meaningful Participation in the Creation of Neighbourhood Plans* http://usaskstudies.coop/socialeconomy/?page_id=1302



Goal Areas and Initiatives

Goal Area: Community Social Development

1. Plan and support community events that promote social connections among all community members.
2. Support development of multi-generational and inter-generational programming with a particular emphasis on children and youth.
3. Support programs and activities that encourage the participation of Aboriginal peoples, new comers to Canada, seniors and those who live with mental or physical health challenges.
4. Advocate for funding to enable longer operational hours for agencies and programs.
5. Encourage increased recreational and sports activities development.

Goal Area: Housing and Accommodation

6. Continue to implement WBDC Housing Plan including local planning and networking capacity, development of innovative and diverse housing options and implementing initiatives that seek to minimize vacant, abandoned or poor quality housing in the neighbourhood.
7. Support resources, education, advocacy and funding for renters and landlords.
8. Advocate for increased funding to address affordable housing issues.

Goal Area: Increasing Income and Power for Well-Being

9. Improve community communication and networking.
10. Enhance the respectfulness of government agencies, businesses and landlords organizations toward the community members they serve.
11. Support the development of neighbourhood education and training programs.
12. Develop, implement and support mentorship strategies that support community members in advocating for tenant, welfare and housing issues.
13. Encourage and support local hiring.

Goal Area: Community Spaces and Environment

14. Continue to plan and support initiatives that maintain and enhance community spaces in the West Broadway neighbourhood.

Goal Area: Safety

15. Continue to implement the WBDC Safety Plan to enhance the safety of the West Broadway area.